

**WNCU**

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Federal Communications Commission  
445 12th Street SW  
Washington, DC 20554

Dear Commissioners:

**VOTE YES TO APPROVE SAC AND GRANT WIDE FLEXIBILITY FOR NCE USE**

Our public radio station WNCU in Durham, NC is licensed to a HBCU, North Carolina Central University. Our station has a jazz, news and public affairs format.

We've recently been awarded a Corporation for Public Broadcasting Grant to assist us with purchasing equipment required for a digital conversion.

We proposed to add IBOC to the WNCU analog signal using a standalone digital transmitter with high-level combining.

The Raleigh/Durham market (44<sup>th</sup> market) is comprised of 44 AM/FM radio stations with 33 commercial stations and 11 non-commercial radio stations. WNCU is a 50,000-watt non-commercial radio station committed to fulfilling the following 3 major goals...

1. Remaining competitive in a heavily saturated radio market by embracing the early adoption of technology;
2. Recapturing lost time to competing digital technologies (satellite radio, IPOD, CD, MP3, cell phones) and continuing to provide local, alternative, diverse niche programming to recapture listener's time;

3. Continue to train, and prepare young broadcasters for careers in public radio and to introduce a younger demo to public radio and all it has to offer.

Since its debut in August 1995, WNCU 90.7 FM has consistently fulfilled its mission to provide quality cultural programs to public radio listeners in the Triangle area. Licensed to North Carolina Central University in Durham, North Carolina, this 24-hour culturally expressive radio station broadcasts predominately mainstream jazz.

A diverse news and public affairs lineup gives listeners in the Raleigh/Durham market alternative perspectives from the news front. NPR hourly newscasts, All Things Considered, The Tavis Smiley Show from NPR, Free Speech Radio, PowerPoint and local news and information programs also play an integral role in the daily format at WNCU. Community volunteers host locally produced public affairs programs and an all Spanish-speaking public affairs program entitled Cita Dominical broadcasts live each Sunday evening following NPR's Latino USA.

As you can see, the format of this public radio station touches all facets of the listening community by providing a culturally diverse format, which includes issues that affect the lives of African-Americans and Hispanics as well.

In the Raleigh/Durham market, commercial licensee WRAL radio and TV laid the groundwork for the expectation of HD Radio. In the Raleigh/Durham market, public radio stations WUNC and WNCU have been awarded funding from CPB.

Having a technological competitive edge in a market like Raleigh/Durham is paramount to the survival of a public radio station like WNCU. With technical advances like IPOD, cellular telephones and satellite radio our potential audience dwindles. But with the opportunity to offer local, alternative, unique niche programming in digital, we will be able to recapture the attention of the listener well before many other stations are equipped to broadcast in this manner.

The possibilities are limitless when it comes to the addition of the supplemental audio channel and the additional text-based program associated data line.

In early March 2004 NPR presented to the Federal Communications Commission the contents of the Hammett and Edison's engineering report regarding the extensive testing of supplemental radio channels via HD Radio. The Tomorrow Radio project is progressing and WNCU has plans to use the 2<sup>nd</sup> program stream to attract a much younger demo, as they are the public radio listeners of tomorrow.

We'd further our training and preparing of young aspiring broadcasters by using the 2<sup>nd</sup> channel to attract a younger audience to public radio. This program stream would be informational, culturally enriching, and entertaining. Young people ages 14- 34 would be the target audience and would be trained to produce and host local programming that is of interest to that demo. They would also be enlightened on the business of public radio and how it operates.

The possibilities regarding data application here in the Raleigh/Durham market is endless. Establishing community and business partnerships with non-profits, local school districts, community colleges, university and local governmental systems and the Research Triangle Park would be a goal. These relationships will also enhance the potential information and learning experiences of the community. Our capabilities and the activities of the Research Triangle Park create an environment for data-casting utilization.

This award would open the door for WNCU to improve the quality of our main signal, allow us to provide Program Associated Data and when approved by the FCC, permit us to broadcast an all-digital FM –quality signal in our primary coverage area. Additionally, the potential is there to grow an audience, introduce and bring along a younger demo to public radio and to provide additional services to the community we serve.

Sincerely,  
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